

Plaintiffs' Exhibit 182

(Redacted)



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12 BY MS. CLEMONS:

17 MR. JUSTUS: Objection.

18 Form.

22 BY MS. CLEMONS:

2 MS. CLEMONS: Okay. We can
3 take a break.

4 THE VIDEOGRAPHER: Going
5 off record. The time is 1621.

6 (Short break.)

7 THE VIDEOGRAPHER: Going
8 back on the record. The time is
9 1647.

10 BY MS. CLEMONS:

11 Q. Before we went on break,
12 Professor Chevalier, you had mentioned
13 that advertisers don't directly pay for
14 exchange services.

15 Do you recall that
16 testimony?

17 A. Yes.

18 Q. What is your assessment
19 based on, that advertisers don't directly
20 pay for exchange services?

21 A. So advertisers, you know,
22 enter -- well, advertisers or their
23 agencies enter into contracts or
24 relationships with, you know, contract

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1 for the ad buying tools. And then the ad
2 buying tools, when they submit bids to ad
3 buying tools, they're -- you know, they
4 will pay a fee for the use of those ad
5 buying tools.

6 And then the fee that's
7 being paid to the ad exchange is
8 subtracted from the bid so that the bid
9 is -- so that the publisher is -- you
10 know, the publisher is choosing between
11 bids. But the publisher is the one who
12 enters into a contractual relationship
13 with the ad exchange.

14 Q. So is your statement that
15 advertisers don't directly pay for
16 exchange services based on advertisers
17 not having a contract to pay for exchange
18 services?

19 A. So the exchange services
20 are -- the exchange -- the exchange
21 services are deducted from the bid when
22 the bids are being, you know, evaluated
23 by the publisher.

24 And so, you know, I think

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1 that's the sense in which I mean that.
2 Like, the advertiser pays kind of an
3 explicit fee off the top for the ad
4 buying tools, but the fee is deducted

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11 BY MS. CLEMONS:

17 MR. JUSTUS: Objection.

18 Form.

9 BY MS. CLEMONS:

19 MR. JUSTUS: Objection.

20 Form.

10 BY MS. CLEMONS:

<p>Page 330</p> <p>1 - - - - -</p> <p>2 E R R A T A</p> <p>3</p> <p>4 PAGE LINE CHANGE</p> <p>5 _____</p> <p>6 REASON: _____</p> <p>7 _____</p> <p>8 REASON: _____</p> <p>9 _____</p> <p>10 REASON: _____</p> <p>11 _____</p> <p>12 REASON: _____</p> <p>13 _____</p> <p>14 REASON: _____</p> <p>15 _____</p> <p>16 REASON: _____</p> <p>17 _____</p> <p>18 REASON: _____</p> <p>19 _____</p> <p>20 REASON: _____</p> <p>21 _____</p> <p>22 REASON: _____</p> <p>23 _____</p> <p>24 REASON: _____</p>	<p>Page 332</p> <p>1 LAWYER'S NOTES</p> <p>2 PAGE LINE</p> <p>3 _____</p> <p>4 _____</p> <p>5 _____</p> <p>6 _____</p> <p>7 _____</p> <p>8 _____</p> <p>9 _____</p> <p>10 _____</p> <p>11 _____</p> <p>12 _____</p> <p>13 _____</p> <p>14 _____</p> <p>15 _____</p> <p>16 _____</p> <p>17 _____</p> <p>18 _____</p> <p>19 _____</p> <p>20 _____</p> <p>21 _____</p> <p>22 _____</p> <p>23 _____</p> <p>24 _____</p>
<p>Page 331</p> <p>1</p> <p>2 ACKNOWLEDGMENT OF DEPONENT</p> <p>3</p> <p>4 I, _____, do</p> <p>5 hereby certify that I have read the</p> <p>6 foregoing pages, 1 - 332, and that the</p> <p>7 same is a correct transcription of the</p> <p>8 answers given by me to the questions</p> <p>9 therein propounded, except for the</p> <p>10 corrections or changes in form or</p> <p>11 substance, if any, noted in the attached</p> <p>12 Errata Sheet.</p> <p>13</p> <p>14</p> <p>15 _____</p> <p>16 JUDITH A. CHEVALIER, Ph.D. DATE</p> <p>17</p> <p>18</p> <p>19 Subscribed and sworn</p> <p>to before me this</p> <p>20 _____ day of _____, 20_____. 21 My commission expires: _____</p> <p>22 _____</p> <p>23 Notary Public</p> <p>24</p>	

Attorney Errata Sheet for the Transcription of Judith A. Chevalier

Case Name: *United States et al v. Google LLC*, No. 1:23-cv-00108-LMB-JFA (E.D. Va.)

Depo. Date: March 5, 2024

Deponent: Judith A. Chevalier

Date: April 9, 2024 Signature: /s/ *Katherine E Clemons*

HIGHLY CONFIDENTIAL**ERRATA SHEET FOR THE TRANSCRIPT OF:**Case Name: *United States et al. v. Google LLC*, No. 1:23-cv-00108 (E.D. Va.)

Deposition Date: March 5, 2024

Deponent: Professor Judith Chevalier

CORRECTIONS

Page	Line	Change	Reason
30	15	Change “John” to “Jon”	Transcription Error.
49	10	Change “Professor Respess’s” to “Dr. Respess’s”	Clarification.
69	13	Change “compliment” to “complement”	Transcription Error.
80	19	Change “programatic” to “programmatic”	Transcription Error.
80	20	Change “programatic” to “programmatic”	Transcription Error.
238	8	Replace “Professor Respess” with “Dr. Respess”	Transcription Error.
325	14	Change “distribution” to “a distribution”	Transcription Error.

I have inspected and read my deposition and have listed all changes and corrections above, along with my reasons therefor.

Date: April 3, 2024Signature: Judith A Chevalier